



DATA GOVERNANCE & SECURITY

# Analytics in 15

## Fully Managed SaaS Data Integrations with Amazon AppFlow

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# Agenda

- Introduction of Amazon AppFlow
- Fully Managed SaaS Data Integrations
- Demo
- Summary

# Top integration needs of customers



Secure & private data access and exchange



Low cost, high durability data storage & archival



Batch processing and real-time processing of data



Data synchronization across apps & services



Event-driven processing of data



Big data analytics & machine learning

# 3 key challenges our customers face today

Data is stored  
in silos



Unlocking value  
of data



Keeping data in sync is  
complicated and expensive

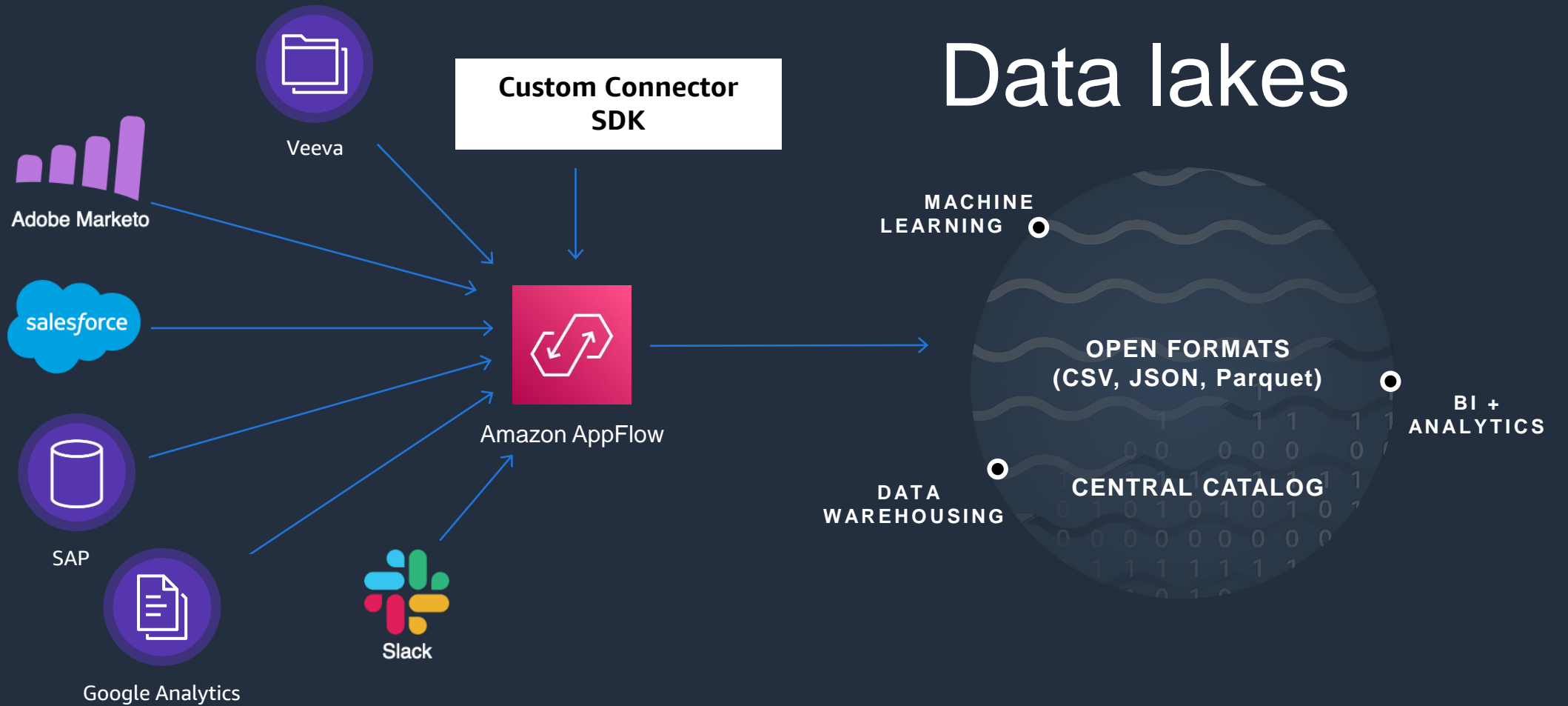


- **Data is stuck** in a variety of sources (On-prem / SaaS / AWS).
- **Managing Servers** On-Prem, EC2 or **multiple cloud** & SaaS applications
- Need for **gathering insights from variety of sources**
- It is challenging to extract useful information when **data cannot be analyzed collectively**
- **3rd party software** is expensive
- Customers need to **manage infrastructure, pay for idle time** and **provision for excess capacity**



# Fully Managed SaaS Data Integrations with Amazon AppFlow

# Breaking data silos



# AppFlow integration with Glue Data Catalog

AUTOMATICALLY REGISTER METADATA INTO THE GLUE DATA CATALOG



# AppFlow supported connectors

Amplitude

Asana

Braintree

CircleCI

DataDog

Delighted

DocuSign Monitor

Domo

DynaTrace

Facebook Ads

Facebook Page Insights

Freshdesk

Github

Gitlab

Google Ads

Google Analytics V4

Google Calendar

Google Search Console

HubSpot

InforNexus

Instagram Ads

Intercom

JDBC Small Data Scale

Jira Cloud

LinkedIn Ads

LinkedIn Pages

MailChimp

Marketo

Microsoft Dynamics 365

Microsoft Teams

Mixpanel

Oracle HCM

PayPal

Pendo

Productboard

Quickbooks online

Recharge

Salesforce

Salesforce Marketing Cloud

Salesforce Pardot

SAP OData / ODP

Sendgrid

ServiceNow

Singular

Slack

Smartsheet

Snapchat Ads

Snowflake

Stripe

SurveyMonkey

TrendMicro

Typeform

Upsolver

Veeva Vault PromoMats

WooCommerce

Zendesk (Ticketing)

Zendesk Chat

Zendesk Sell

Zendesk Sunshine

Zoho CRM

Zoom Meetings



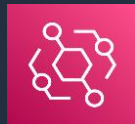
Amazon  
S3



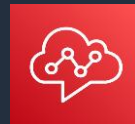
Amazon  
Redshift V2



Amazon  
RDS



Amazon  
EventBridge



Amazon Connect



Amazon Lookout  
for Metrics



Amazon  
Honeycode



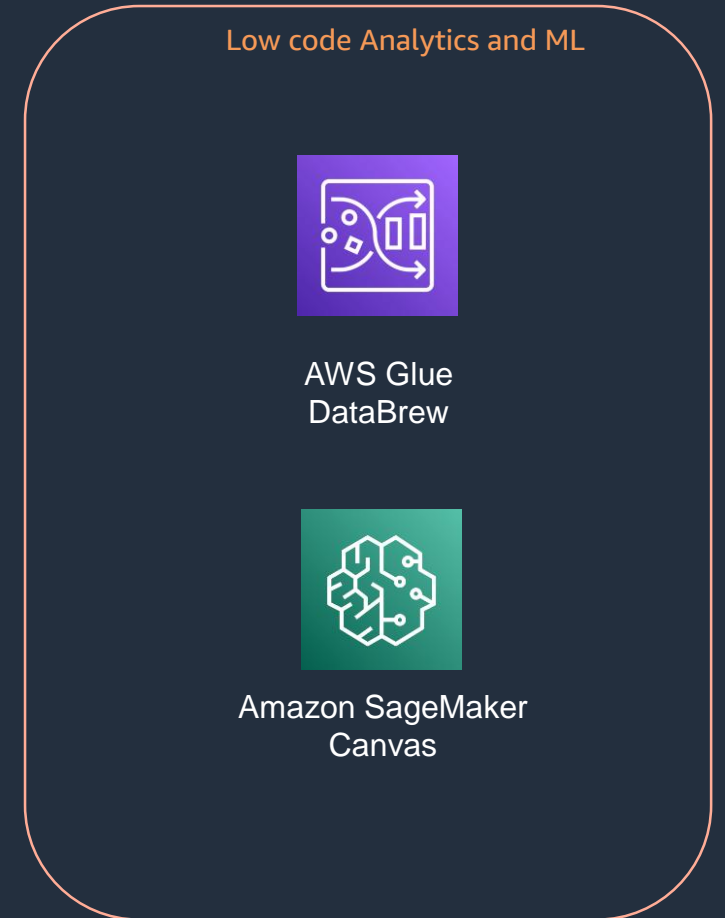
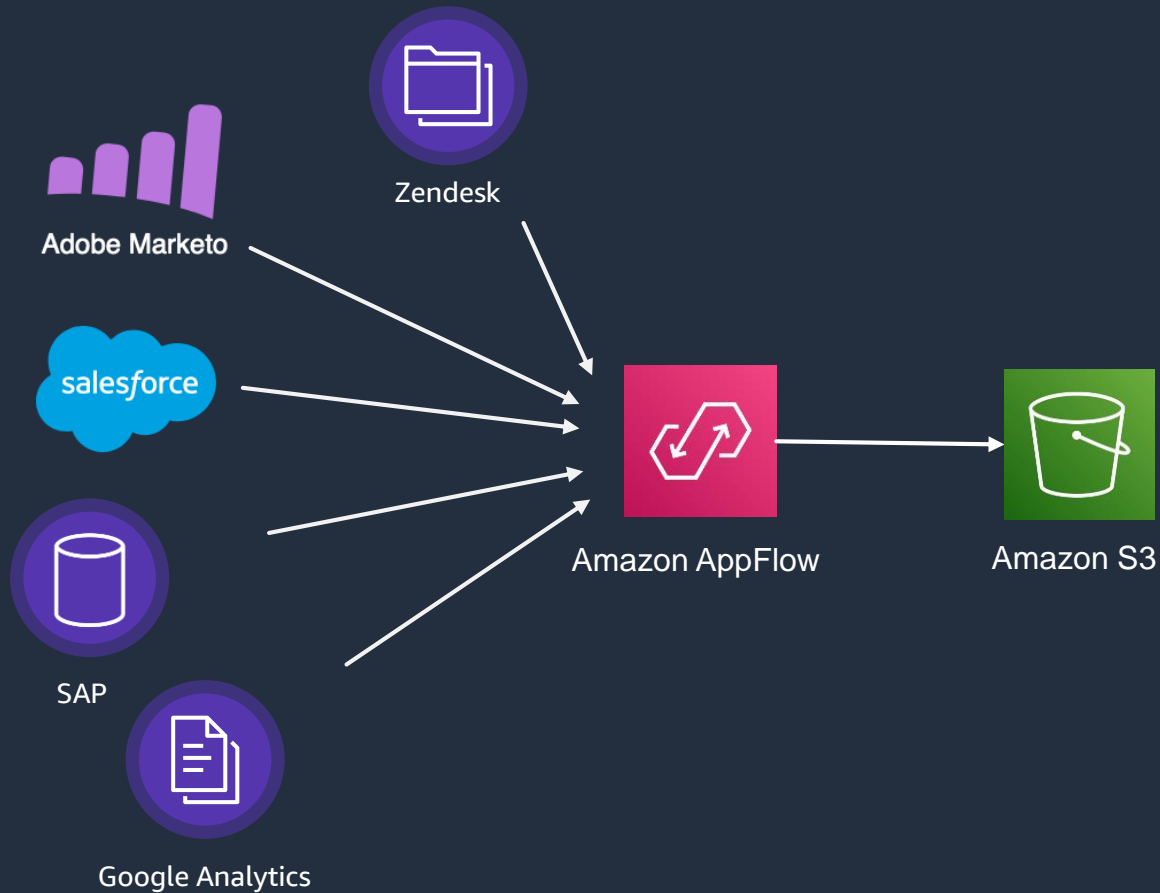




# Demo

# Build a prediction Model for Opportunity Conversion

USING ANALYTICS AND ML LOW-CODE SERVICES



# How it works?

User

Amazon AppFlow



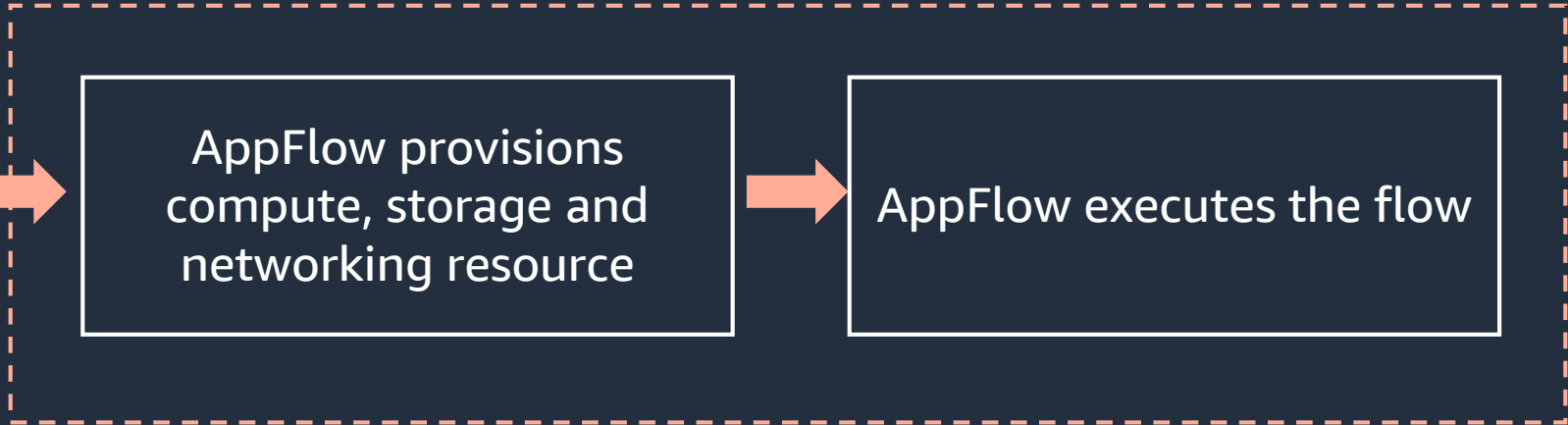
User defines the data flow requirements using UI



AppFlow provisions compute, storage and networking resource



AppFlow executes the flow



# AppFlow allows you to create a flow in minutes

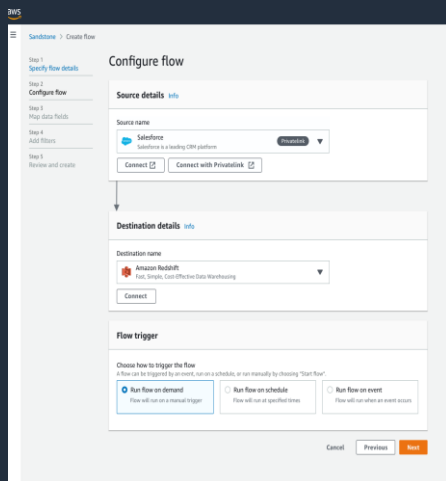
Select source and destination; login

Specify flow trigger

Map fields from source to destination

Add filters, validation, transformation

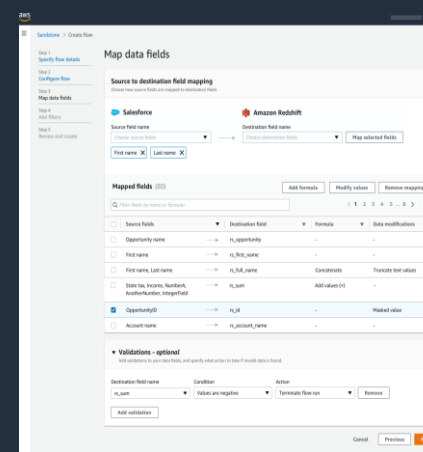
Activate your flow or run it at the click of a button



Event Based

Scheduled (1 minute minimum)

On-demand (run flow immediately)



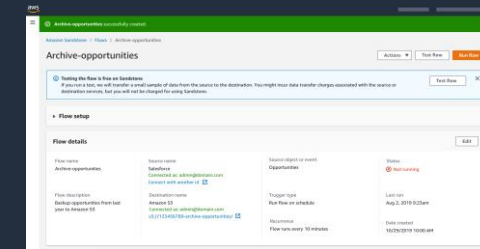
Filter records

Mask sensitive fields

Combine fields to create new ones

Validate records

Truncate fields



# Summary

1. Amazon AppFlow helps you build **data integration pipelines** with various different SaaS applications and AWS Analytics / ML services **in minutes!**
2. AppFlow breaks down data silos and delivers **differentiated value** with a **no-code, secure and fully managed** AWS Service
3. AppFlow simplify and automate managed data integration and help you automate data preparation for Analytics and ML.
4. Try AppFlow today at <https://aws.amazon.com/appflow/>



# Thank you!